



THE A.B.C. OF
WESTERN SETTLEMENT



Alberta British Columbia

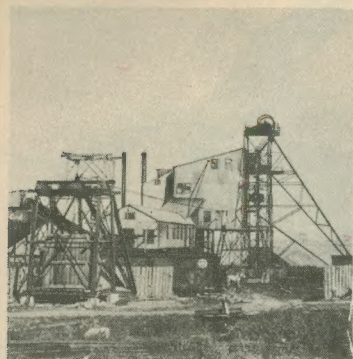


MOUNT ASSINIBOINE
BANFF NATIONAL PARK, ALBERTA

PHOTO BY H. POLLARD

THE ALBERTA TRAVEL BUREAU
GOVERNMENT OF THE
PROVINCE OF ALBERTA
Legislative Buildings Edmonton, Alberta, Canada

Canada's "Pacific Northwest" Calls You!



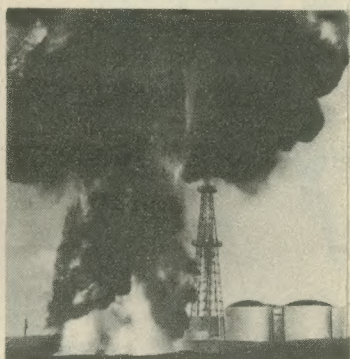
Coal Mining



Unloading Tungsten Ore at Ft. Smith



Alberta Poultry



Turner Valley Well "Blowing-in"



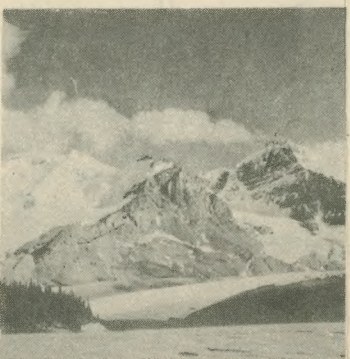
Alberta famed for Live Stock



Harvesting Wheat, Southern Alberta



Lumbering in Alberta



Athabasca Glacier, Jasper Park, Alberta

THIRD LARGEST and most spectacular of all the Provinces, BRITISH COLUMBIA has an area of 366,255 square miles and a population of 900,000. It is traversed by four great Mountain Ranges—the Rocky Mountains, the Selkirk Range, the Monashee Range, and the Coast Range—all running in a north-westerly direction and approximately parallel. The resultant valleys are richly fertile; the Kootenay Valley, Okanagan Valley, and Fraser Valley being highly attractive from that standpoint, besides being scenic to a remarkable degree.

Its coast is rugged and deeply indented, and protected by a long chain of islands, of which the largest is Vancouver Island (13,000 square miles) delightfully scenic and a highly prosperous agricultural area. Here is situated the City of Victoria, the Capital City of the Province, said to be one of the most charming cities on the North American Continent.

Vancouver is the hub of British Columbia's industrial activities and Canada's third largest city; a seaport of great and growing significance and a splendid city, industrially and residentially.

In a Province as large as British Columbia, covering as it does 11 degrees of latitude, climatic conditions vary considerably, but actually it has one of the finest climates in the world, with a range of choice to suit every conceivable requirement.

Agriculturally, the Province divides itself naturally into zones. The Lower Coast, which includes Vancouver Island, the Gulf Islands, and the Fraser Valley, specializes in dairy products, small fruits, and field crops. The Southern Interior, and notably the Okanagan and Kootenay Valleys, confines itself mainly to fruits and vegetables. In the Central Interior is a huge tract (the Cariboo) devoted to cattle-raising, while that section traversed by the Canadian National Railways, known as Central British Columbia, is in mixed farming.

British Columbia

Berry and poultry farms of from 5 to 10 acres are popular around the larger centres, and 10 acres is a usual size for orchards in the Okanagan and West Kootenay. Successful dairy-farms in the Fraser Valley run from 75 to 150 acres.

Cultivation under glass is strongly featured, especially around Victoria and Vancouver, and altogether there are over 5,000,000 square feet of glass-houses.

VANCOUVER ISLAND lends itself admirably to mixed and dairy farming, small fruits, seed and bulb-growing, and poultry-raising. The chief crops are oats, peas, fall wheat, hay, potatoes, and garden vegetables. Tree-fruits are not recommended unless on a domestic basis. The climate is remarkably mild and agreeable, with the earliest spring in the entire Dominion.

THE GULF ISLANDS include all the Islands lying between Vancouver Island and the mainland, but from the agricultural standpoint may be said to imply chiefly those in the southern part of the Strait of Georgia. They have many advantages and have become highly popular as summer and holiday resorts.

THE FRASER VALLEY is exceptionally well adapted for dairy-farming, but market-gardening, bulbs, small fruits, and poultry-raising are all important activities. Other crops are hops and tobacco. With a climate very similar to that of Vancouver Island, and an extremely fine drainage system, the Fraser Valley is a highly attractive area.

THOMPSON RIVER VALLEY.—The area of which Kamloops is the centre (that is to say, from Lytton to Chase) is excellent for alfalfa, with decided possibilities for fruit.

The area from Chase to Salmon Arm is first-class general agricultural land and definitely suitable for dairying. Fruit, potatoes, and vegetables do extremely well.

OKANAGAN VALLEY is the main centre of British Columbia's tree-fruit industry, but has some very fine mixed-farming areas, and many which are quite suitable for small fruits. It has, too, large tracts of fertile bottom-land which give excellent yields of truck-crops. In the northern portion of the Valley irrigation is not considered essential, but in the southern (or main) portion it is imperative.

WEST and EAST KOOTENAYS.—Excellent orchards are a feature of the West Kootenay. Small fruits do well, and farm crops of most kinds are grown successfully in the northern part. The East Kootenay is excellent for live stock production (sheep and beef) and for forage-crops under irrigation.

CENTRAL BRITISH COLUMBIA.—This area, extending from the Rockies to Prince Rupert, is excellent for mixed and dairy farming, and for cattle, sheep, pigs, and poultry. Forage-crops do well, and clover and alfalfa give heavy yields. Certified seed-growing is carried on successfully. It has a rapid growing season, and a moderate, healthful climate. Prince George is the hub of this splendid area.

THE BOUNDARY DISTRICT, lying immediately north of the International Boundary and extending for roughly 125 miles, is another very fine agricultural area.

PEACE RIVER DISTRICT—While this is exceptionally fine for wheat-growing and noted for its record yields, it is by no means a one-crop area. It is splendidly adapted for mixed and dairy farming. The climate is favourable, and precipitation adequate, and the land is easily cleared.

ALBERTA, the foothill Province lying immediately east of the Great Divide of the Canadian Rockies, whose National Parks, adjoining those of British Columbia, are the largest in the world, holds possibly the widest variety of opportunity for land settlement and business expansion to be found anywhere in Canada. Southern Alberta's broad sweeps of rolling prairie with their luscious natural grasses provide ample pasturage for vast herds and flocks of live stock and, under irrigation, produce abundant sugar-beet and vegetable crops. Central Alberta's richly fertile parklands are excellently adapted for mixed farming and the production of grains on an immense scale. The phenomenal production of championship-winning grains in the Peace River and Grande Prairie districts adjacent to the Alaska Highway in north-western Alberta has won for Alberta world-wide recognition. Alberta's northern lakes supply large quantities of fresh fish for markets as distant as Chicago.

Alberta's foothill region, adjacent to the Canadian Rockies, produces Canada's greatest native oil supply. Of these structures and others known to exist eastward of them on the Prairies, only Turner Valley has been intensively developed. Alberta's natural-gas reserves are believed to be sufficient to last for hundreds of years. In the north-eastern section of the Province, the oil-sands of the Athabasca River Valley contain great supplies of bitumen from which all grades of fuel-oil, including high octane gasoline, may be obtained. Alberta's coal reserves are estimated to be greater than those of any other similar area in the world, and her mountain-born rivers, fed by perpetual glaciers, hold the promise of enduring water-power many times greater than that of Niagara.

Alberta's non-ferrous minerals, salt, clay, gypsum, silica, and building-stone are tremendous and, in the extensive valley of the Mackenzie River, whose tributaries drain the northern part of the Province, rich

Alberta

deposits of the rare and strategic minerals have been found. Half the world's supply of radium comes from one mine alone. Large quantities of gold have been produced. Commercial deposits of tin and copper have been discovered and tungsten, molybdenum, tantalum, beryllium, and other metals have been found but still await development.

Once virtually a "one-crop" Province producing primarily wheat and beef cattle, Alberta during the past decade has made tremendous strides in industrial development. Sugar refineries, dairies, a milk condensary, woollen-mill, flour-mills, canneries, glass, garment, bedding, furniture, and other factories have become solidly established. The tourist industry, with its magnetic mountain scenery and vacation attractions, its sport-fishing, big game, water-fowl, and game-bird hunting holds promise of establishment in independent businesses for thousands of enterprising persons within the next decade, and there are unlimited opportunities for the establishment of industries employing the skilled artisan in the spheres of the fine arts and crafts.

By districts, Alberta may be classified as follows, from south to north:—

SOUTHERN ALBERTA.—Principal cities are Calgary, Lethbridge, and Medicine Hat, all distributing and manufacturing centres supplying the farming and ranching communities adjacent to them. Medicine Hat's glass and pottery plants supply a large portion of Canada's requirements. Calgary and Lethbridge have large milling and brewing establishments and Calgary's meat-packing and oil-refining plants are extensive. Calgary is the home of the famous Calgary Stampede and the Prairie gateway to the Banff

National Park. Lethbridge and Cardston are focal points for traffic to Waterton Lakes National Park. Lethbridge, Magrath, Raymond, and Taber districts raise extensive crops from irrigated lands. The city of Drumheller lies in the heart of a rich coal-mining area.

CENTRAL ALBERTA.—Principal cities are Edmonton (Capital of the Province), Red Deer, and Wetaskiwin, all thriving centres of industry and distribution serving a rich mixed-farming area, which besides field crops and dairy products is producing an increasing quantity of berries and other fruits. Edson is the centre of a growing lumber industry and Vermilion is noted for its recently discovered oilfields. Edmonton is the Prairie gateway to Jasper and Elk Island National Parks.

NORTHERN ALBERTA.—Principal centres are McMurray (Waterways), Peace River, Grande Prairie, and McLennan, all distributing points for the rich mineral and fur-yielding areas of the Far North. McMurray on the main water route to the Mackenzie River Basin is situated in the heart of the Athabasca oil-sand area. Peace River, Grande Prairie, and McLennan are located in what is known in general terms as "the Peace River Country," an exceedingly rich agricultural area on the route to the Alaska Highway. The construction of this new road and other military projects has opened up large areas of new country to pioneers who are particularly interested in farming, mining, lumbering, and fishing. The centres named are served by railways, and air lines radiate from Edmonton, Peace River, Grande Prairie, and McMurray which, with roads built since 1941, serve the mineralized areas of the Far North.

LITHOGRAPHED IN CANADA
by
A. Shnitka, King's Printer
Edmonton, Alberta



Logging and Lumbering



Mining—"The Clean-up"



Fruit-growing



Commercial Fishing



Mixed Farming



Dairy-farming



A Hyacinth Bulb Farm



Poultry-farming

Industrial British Columbia

As a producer of manufactured goods, British Columbia ranks third among the Provinces. Its products range from the heaviest machinery to the tiniest part, from structural timber to processed foods, from ships to shoes and shingles.

The finest softwood stand in the British Empire supports a huge logging and lumbering industry. Richly mineralized in every part, mining is a paramount activity. Agriculture flourishes in all its branches. Commercial fishing gives employment to many thousands.

VALUE OF PRODUCTION FROM BASIC INDUSTRIES

Year	Logging and Lumbering	Mining	Agriculture	Fishing
1940	\$102,800,000	\$75,353,000	\$52,300,000	\$22,000,000
1941	120,000,000	78,500,000	58,500,000	30,000,000
1942	124,720,000	75,000,000	64,000,000	31,000,000
1943	118,434,000	65,892,395	86,917,546	32,477,964
1944	124,000,000	55,000,000	100,000,000	29,500,000

Address Your Inquiries to any of the following:—

ALBERTA PUBLICITY AND TRAVEL BUREAU
Legislative Buildings
Edmonton, Alberta

BRITISH COLUMBIA GOVERNMENT TRAVEL
BUREAU
Parliament Buildings
Victoria, B.C.

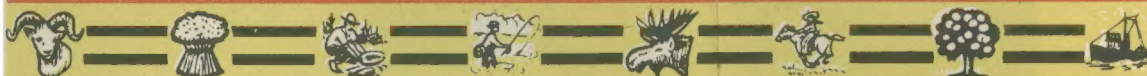
CANADIAN NATIONAL RAILWAYS
District Superintendent
Dept. of Colonization and Agriculture
10418, 101st Street
Edmonton, Alberta

CANADIAN PACIFIC RAILWAY COMPANY
District Superintendent
Dept. of Immigration and Colonization
Canadian Pacific Building
Edmonton, Alberta

THE NORTHERN ALBERTA RAILWAYS,
Edmonton, Alberta

THE PACIFIC GREAT EASTERN RAILWAY,
Vancouver, B.C.

Ask for "ABC Service"



ATTENTION IS DRAWN TO THE FACT THAT THE ALASKA HIGHWAY AND THE TERRITORY CONTIGUOUS TO IT IS NOT, AND DURING THE WAR PERIOD WILL NOT BE, OPEN FOR EITHER TOURIST TRAFFIC OR CIVILIAN USE, OR FOR SETTLEMENT OF ANY KIND.

In Canada, the two great Transcontinental Railways are recognized as having a special interest in the orderly settlement of land and in the sound development of Canada's natural resources. The sole concern of these great and responsible organizations, operating more than 40,000 miles of main trackage, is that the prospective settler shall have the benefit of the best available advice and guidance. They profit only as he succeeds. Their complete Land Settlement Service is fully available—see addresses given above.



GOOD NEIGHBOURS

Alberta and British Columbia are neighbours in a deeper sense than geographically. Besides sharing the Rocky Mountains, they share a lively interest in what the future holds for the great Canadian Northwest.

Their interests are related rather than apart in whatever may develop in that vast territory, which today looms in the public eye as never before. Until a year ago, a rugged wilderness, untravelled and unknown, today to countless thousands of the people of this Continent it is the symbol of a new and broader life.

Both rich in natural resources, Alberta and British Columbia are complementary to each other. Together they form a compact unit. What the one lacks is found in rich abundance in the other. Both are highly mineralized. British Columbia's magnificent forests are matched by the oil fields of Alberta. Alberta's grains by British Columbia's fruits.

That these facts are apparent to both is clearly shown by the measure of co-operation which exists between them, in jointly publicising the advantages of the respective Provinces—a co-operative gesture unique and peculiar to themselves.

Travel has made them one. From East to West, from West to East, it has flowed for years in a steadily swelling stream over their connected rail, air and highway systems and through the splendid National Parks which lie between them, linking them together in the minds of millions.

Inter-travel and inter-trade are their joint heritage, the factors which will link their destinies.



NORTHWESTERN CANADA & Alaska

SCALE
0 50 100 150 200 250
Miles

PACIFIC OCEAN



THE A.B.C. OF
WESTERN SETTLEMENT



Alberta British Columbia



A BRITISH COLUMBIA ORCHARD

BRITISH COLUMBIA GOVERNMENT
TRAVEL BUREAU
DEPARTMENT OF TRADE AND INDUSTRY
Parliament Buildings Victoria, B.C., Canada